

CITY OF DETROIT FISCAL 2004/05 BUDGET

AGENCY 15 COMMUNICATIONS AND CREATIVE SERVICES DEPARTMENT

MISSION

The mission of the Detroit Communications and Creative Services Department (CCSD) is to develop and implement public information programs that will provide an effective communication link between City government and the public regarding City objectives, policies and projects as may be requested by the Mayor's Office, City Council and City departments.

DESCRIPTION

As the communications hub for the City of Detroit, CCSD is charged with providing the highest quality of services to City agencies in their efforts to communicate with residents, employees, business owners, and visitors. Services include strategic communications planning (marketing and advertising), web planning, media relations, public relations, writing, graphic design, copying services, and photography.

GOALS

1. Provide efficient, consistent and high quality care to all of its clients (City agencies) in a timely manner.
2. Incorporate sound strategic communications planning.
3. Improve the overall image of Detroit through its various communications services. Assure and assist in managing consistent communication to all of the City's major constituents.

DEPARTMENTAL FINANCIAL INFORMATION

	GENERAL	
	<u>FUND</u>	<u>TOTAL</u>
EXPENDITURES	\$2,971,190	\$2,971,190
REVENUES	<u>220,821</u>	<u>220,821</u>
NET TAX COST	\$2,750,369	\$2,750,369
POSITIONS	26	26